EXPERT TRAVEL ADVICE FROM LONELY PLANET NOW AVAILABLE ON VOICE DEVICES

The world’s leading travel brand expands its content offering to voice

(March 28, 2018) Lonely Planet, the world’s best-loved travel authority, has now made its award-winning travel content available to travellers via voice devices. Launching on the Google Assistant and Amazon Alexa, travellers can now ask Lonely Planet to help them plan their trip without lifting a finger.

Travellers can access Lonely Planet’s expert advice and recommendations to tens of thousands of places covered by Lonely Planet’s writers on the ground. By asking their device ‘let me talk to Lonely Planet’, travellers can select from help with planning their trip, or to hear the best place to be in the world today. The trip planning experience allows travellers to hear Lonely Planet’s introduction to a destination, the best times to visit and top insider tips to make the most of their trip. Asking for the best place to be today will see users receive a wanderlust-inducing location suggestion, selected by Lonely Planet’s experts for every day of the year, due a particular event, wildlife occurrence, weather conditions or how to beat the crowds.

This most recent addition to Lonely Planet’s consumer offering is the next part of the brand’s digital transformation which has seen the decades old publisher evolve into a content first, multimedia brand embracing tech innovations. Fast Company recently listed Lonely Planet as one of the 2018’s Most Innovative Companies in Travel and CEO Daniel Houghton was credited in Forbes’ 30 Under 30 last year as turning around the company’s digital fortunes.

Lonely Planet is now available on Google Home – simply by asking the Assistant “Ok Google, let me talk to Lonely Planet” and as a skill on Amazon Alexa – simply by asking Alexa to talk to Lonely Planet or finding the Lonely Planet skill in the Alexa app. Lonely Planet’s Travel News is also available via Amazon Alexa’s Flash Briefing, which delivers daily headlines from the world of travel; just select Lonely Planet within the Flash Briefing section of the Alexa app, then just ask, “Alexa, what’s the news?

Lonely Planet has a history of pioneering its travel content in new areas for travellers; launching one of the first ever websites on the internet, lonelyplanet.com – still the company’s flagship digital property – and was one of the first travel brands on Twitter, with the company’s account now followed by over 6.2 million travellers. Read more about Lonely Planet’s forays into emerging technologies throughout the company’s 45 year history on Medium.

Notes to editors:

● Interviews with Lonely Planet’s CEO Daniel Houghton are available
● Examples of conversations possible via the skill are available on request
Instructions for use available [here](#).

About Lonely Planet:

Lonely Planet is a leading travel media company and the world’s number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, we’ve printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. You’ll also find our content on lonelyplanet.com, mobile, video and in 14 languages, nine international magazines, armchair and lifestyle books, ebooks, and more. Visit us at lonelyplanet.com or join our social community of over 14 million travellers. Find us on Facebook (facebook.com/lonelyplanet), Twitter (@lonelyplanet), Instagram (Instagram.com/lonelyplanet) and Snapchat (@lonely.planet).